

Title (en)

SERVING ADVERTISEMENTS USING A SEARCH OF ADVERTISER WEB INFORMATION

Title (de)

ABLIEFERN VON ANZEIGEN DURCH VERWENDUNG EINER SUCHE NACH WERBER-WEBINFORMATIONEN

Title (fr)

FOURNITURE DE PUBLICITES PAR RECHERCHE D'INFORMATIONS D'ANNONCEUR WEB

Publication

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Application

**EP 04756464 A 20040630**

Priority

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- US 61473603 A 20030630

Abstract (en)

[origin: US7647299B2] Advertisers are permitted to put targeted ads on, or to serve ads in association with, various content such as search results pages, Web pages, e-mail, etc., without requiring the advertiser to enter and/or maintain certain targeting information, such as keyword targeting. This may be accomplished by using a searchable data structure, such as an inverted index for example, of available advertiser Web information. The advertiser Web information may include terms and/or phrase extracted from the advertiser's Website. In particular, a search query may be used to search for matching advertisers, and therefore matching ads. For example, the search query can be used to search an inverted index including words and/or phrases extracted from advertiser Websites. The advertiser Web page, or some other identifier, can be used as a key to search for an associated ad.

IPC 1-7

**G06F 17/30**

IPC 8 full level

**G06F 7/00** (2006.01); **G06F 17/30** (2006.01); **G06Q 30/02** (2012.01)

IPC 8 main group level

**G06F** (2006.01)

CPC (source: EP US)

**G06F 16/951** (2019.01 - EP US); **G06F 16/9538** (2019.01 - US); **G06Q 30/02** (2013.01 - EP US); **Y10S 707/99933** (2013.01 - US)

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